

S/N 09/822,623
Amendment & Response
Attorney Docket 8195.28US01

the first side of the flexible label substrate defined by the first adhesive field; the area of a portion of the first side of the flexible label substrate defined by the first adhesive field being at least 10 sq. mm. and,

- (c) a second adhesive field comprising pressure sensitive adhesive and an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the first adhesive field;
- (ii) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible label substrate defined by the second adhesive field; the area of a portion of the first side of the flexible label substrate defined by the second adhesive field being at least 10 sq. mm.

10. (Once Amended) An adhesive construction according to claim 1 wherein:

- (a) the outer perimeter edge has no segment of extension of greater than 8 mm., at which there is not adhesive on the substrate first side and immediately adjacent the outer perimeter edge.

13. (Twice Amended) A roll of adhesive constructions; the roll comprising:

- (a) an extension of release liner;
- (b) at least 10 spaced adhesive constructions secured to the extension of release liner; each adhesive construction comprising:
 - (i) a flexible label substrate having a first side and defining an outer perimeter edge, wherein a die-cut in the flexible label substrate defines the outer perimeter edge;
 - (ii) a first adhesive field comprising pressure sensitive adhesive and an outer perimeter adhesive field positioned on the first side of the flexible label substrate and adjacent and within the outer perimeter edge;
 - (A) the first adhesive field being a discontinuous pattern of adhesive with adhesive covering no more than 80% of an area of a portion of the first side of the flexible label substrate defined by the first adhesive field; the area of a

S/N 09/822,623
Amendment & Response
Attorney Docker 8195.28US01

portion of the first side of the flexible label substrate
defined by the first adhesive field being at least 10 sq. mm.;
and,

(iii) a second adhesive field comprising pressure sensitive adhesive and an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the first adhesive field;

(A) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible label substrate defined by the second adhesive field; the area of a portion of the first side of the flexible label substrate defined by the second adhesive field being at least 10 sq. mm.

23. (Once Amended) An adhesive construction comprising:

(a) a flexible label substrate having a first side and defining an outer perimeter edge;

(b) a first adhesive field comprising pressure sensitive adhesive and an outer perimeter adhesive field positioned on the first side of the flexible label substrate and adjacent the outer perimeter edge;

(i) the first adhesive field being a discontinuous pattern of adhesive with adhesive covering no more than 80% of an area of a portion of the first side of the flexible label substrate defined by the first adhesive field; the area of a portion of the first side of the flexible label substrate defined by the first adhesive field being at least 10 sq. mm. and,

(c) a second adhesive field comprising pressure sensitive adhesive and an inner adhesive field spaced from the outer perimeter edge and completely surrounded by the first adhesive field;

(ii) the second adhesive field covering at least 90% of an area of a portion of the first side of the flexible label substrate defined by the second adhesive field; the area of a portion of the first side of the flexible label substrate defined by the second adhesive field being at least 10 sq. mm.;

(d) wherein the first adhesive field and second adhesive field are applied in a single screen-printing process.

S/N 09/822,623
Amendment & Response
Attorney Docket 8195.28US01

Please add new claims 33-37 as follows:

33. (New) An adhesive construction according to claim 23 wherein:
- (a) the outer perimeter edge has no segment of extension of greater than 8 mm., at which there is not adhesive on the substrate first side and immediately adjacent the outer perimeter edge.
34. (New) An adhesive construction according to claim 33 wherein:
- (a) the outer perimeter edge has no segment of extension of greater than 5 mm., at which there is not adhesive on the substrate first side and immediately adjacent the outer perimeter edge.
35. (New) An adhesive construction according to claim 23 wherein the pattern of adhesive in the first adhesive field covers at least about 30% of the portion of the first side defined by the first adhesive field.
36. (New) An adhesive construction according to claim 1 wherein the pattern of adhesive in the first adhesive field covers at least about 30% of the portion of the first side defined by the first adhesive field.
37. (New) A roll of adhesive constructions according to claim 13 wherein the pattern of adhesive in the first adhesive field covers at least about 30% of the portion of the first side defined by the first adhesive field.